

THE STANHOPE VILLAGE  
VISION COMES TO LIFE

LET'S  
MEET UP AT  
STANHOPE  
VILLAGE!

 Stanhope Village



As the vibrant centre of our evolving community,  
Stanhope Village shares the pride and passion  
our customers have for their families and lifestyle.

We focus on delivery convenient,  
enticing retail experiences that are relevant  
to this growing market.



## Stage 1 – 2003

Greenfield development with 25 stores, anchored by Coles.

## Stage 2 – 2007

Addition of Kmart Mall and 34 specialty stores.

## Stage 3 – 2013

Addition of Aldi Mall, 8 specialty stores and 60 additional car parks.







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## Stage 4 – March 2015

Addition of indoor and alfresco dining area with 20 new cafes/restaurants & specialty stores, plus a new playground.



Stanhope Village continues to be the local favourite – growing from strength to strength since opening in 2003.

CENTRE TYPE	Sub Regional Centre
TOTAL GLA	18,264 sqm
MAJORS	Kmart, Coles & Aldi
SPECIALTIES	73
CAR PARKS	736 spaces
CENTRE MAT	\$152 million p.a.
CENTRE TRAFFIC	5.4 million p.a.

Correct as at June 2015.

A Snapshot

Stanhope Village is a leading sub regional shopping centre in Sydney’s North West, one of the fastest growing regions in Australia.

The centre is situated 25kms north west of Sydney CBD, in the suburb of Stanhope Gardens in the city of Blacktown. The centre is directly opposite Blacktown Leisure Centre and near the well-known landmark Parklea Markets.

Stanhope Village is the dominant sub-regional centre in the primary trade area, achieving 15.1%\* of market share.

**Stanhope Village is the dominant sub-regional centre in the Primary Trade Area, achieving 15.1%\* of market share.**

- Ranked No.17 Mini Guns Shopping Centre^
- The only centre in the Top 20 with 10%+ growth^

*\*Source: MacroPlan Dimasi Market Snapshot, August 2012*

*^ Source: SCN Volume 30, Number 4, 2012*



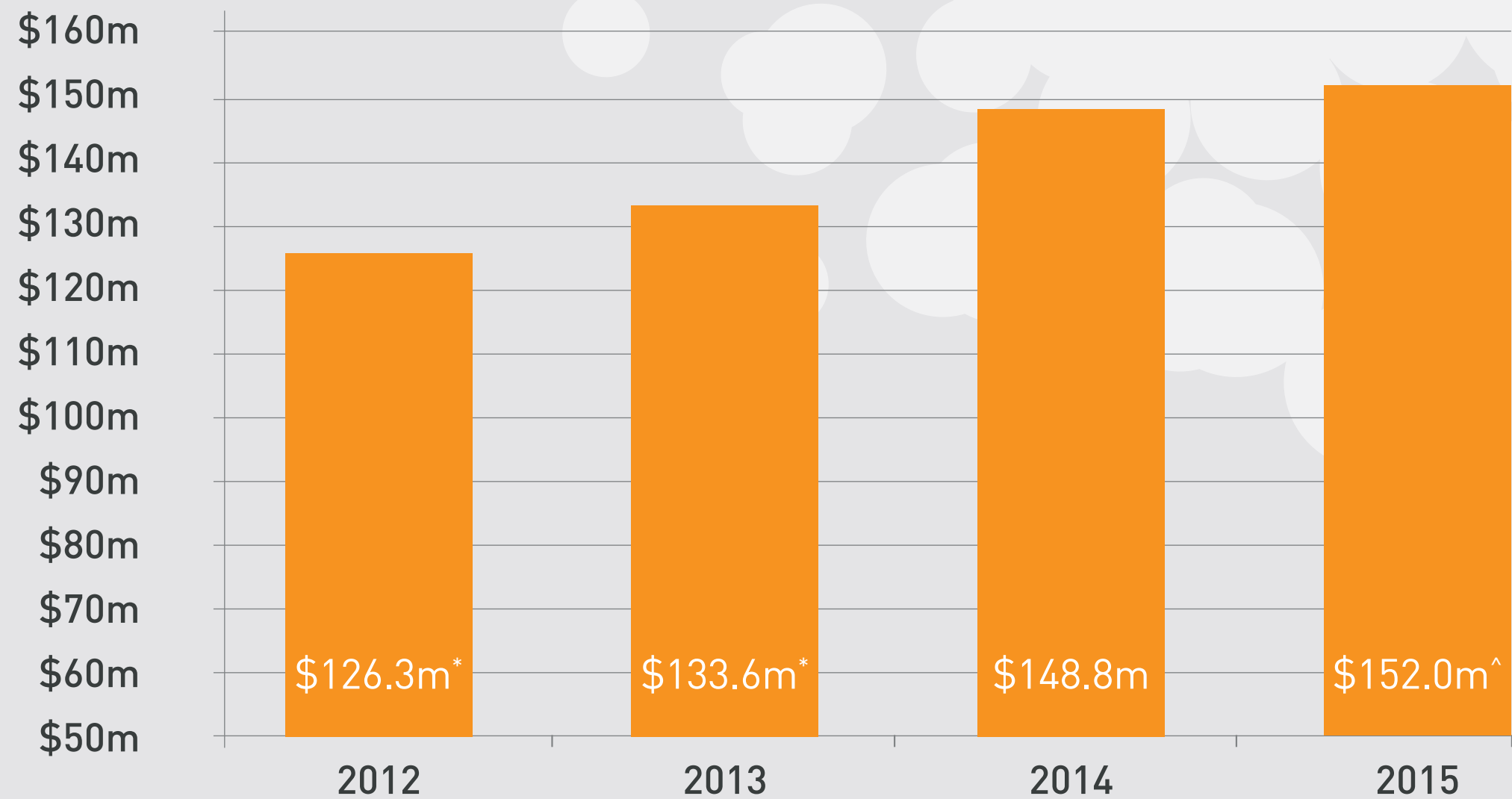
\$ Sales	↑	UP \$3.2M
% Sales	↑	UP 2.1%
\$/PSM	↑	26.7% HIGHER THAN JHD BENCHMARK



*MAT based June 2015 GST incl.*



STANHOPE VILLAGE | SALES GROWTH



Total Centre Sales 2012 - 2014 \$Million (Incl. GST as at June 2015)

\*Stage 3 including Aldi opened last week of August 2013

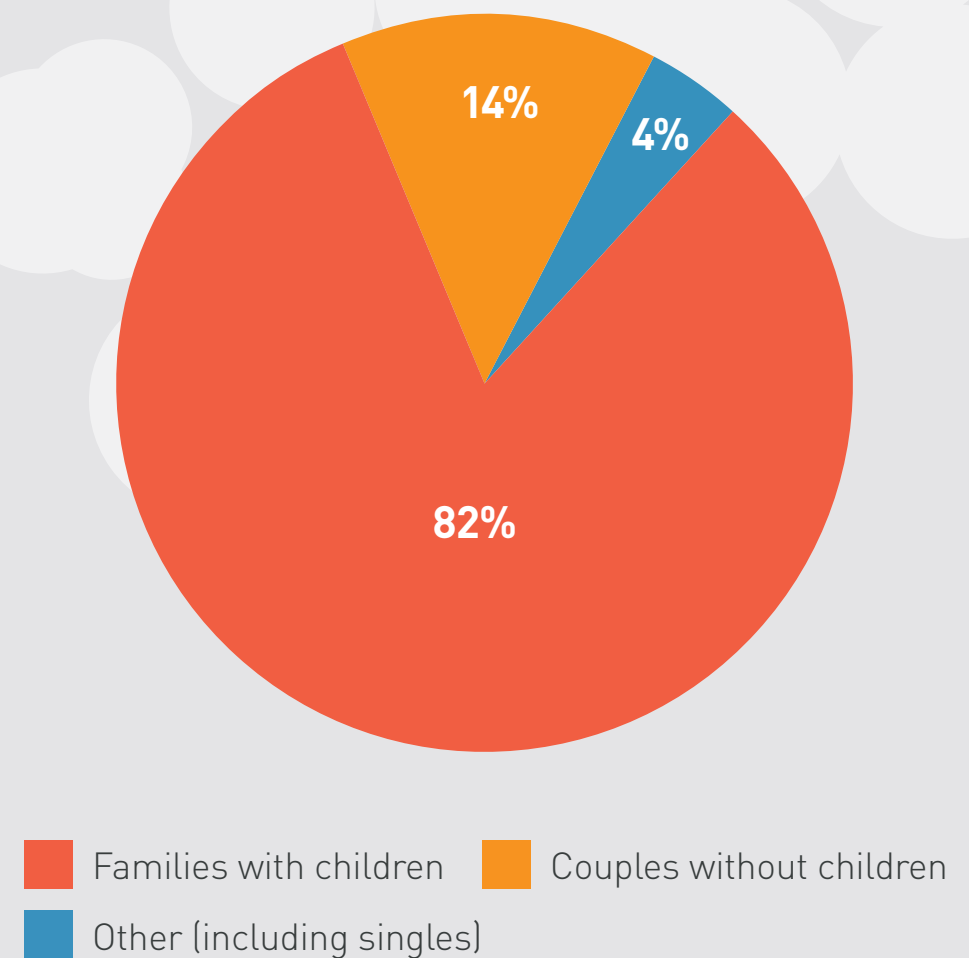
^Stage 4 opened 11 March 2015



## Customer Profile

- **Above average household income**  
The average household income of the main trade area is \$118,287; more than 25% above the Sydney metropolitan average.
- **Predominantly females**  
Females are the main Stanhope Village shopper.
- **In paid employment**  
More likely to be in professional/managerial roles.
- **The main trade area is ethnically diverse**  
40% of residents born overseas.
- **Stanhope Village shoppers are frequent users**  
Visiting the centre 2-3 times a week.
- **Predominantly younger families**  
47% of households (vs 29% Sydney average).

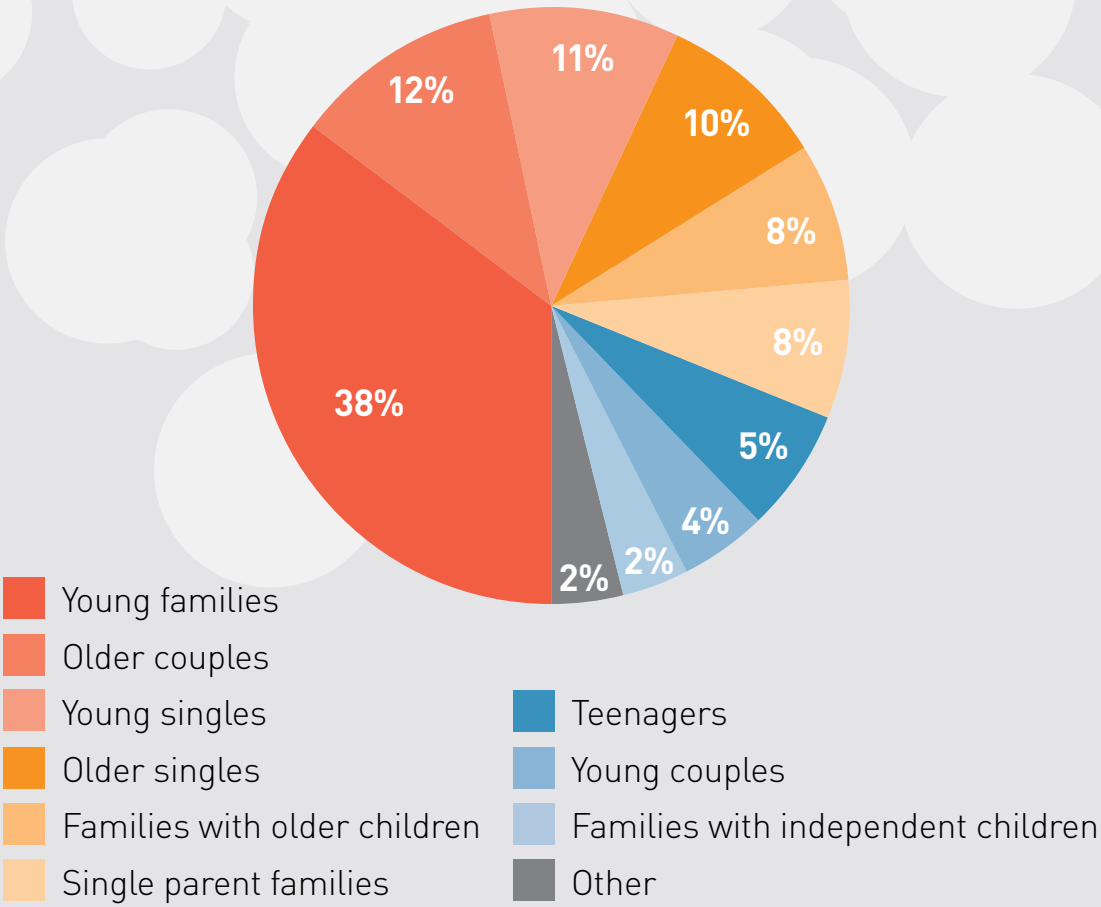
## Household Type



STANHOPE VILLAGE | CUSTOMER DEMOGRAPHICS – MAIN TRADE AREA

Demographic	Stanhope Village Customers*	Benchmark**
Average household income	\$118,287	\$94,050***
Female	73%	72%
Average age	30.9 years	37.1 years***
Home ownership	80%	67%
Professional or managerial	31%	20%
Average household size	3.3 people	2.7 people
Retired	8%	22%

Life Stage

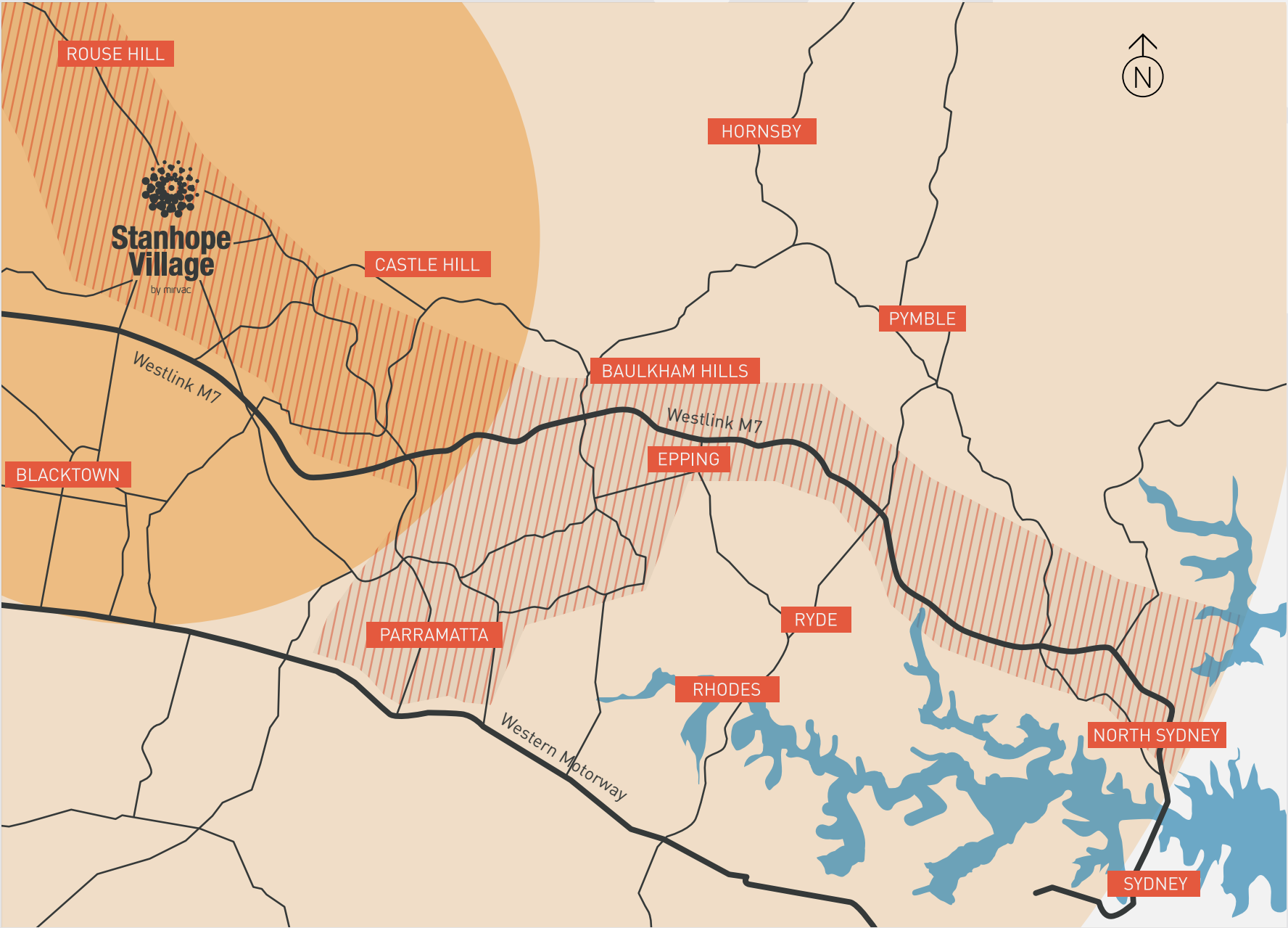


Source: \*Urbis Market and Centre Assessment March 2013, using ABS 2011 data and Directional Insights Customer Exit Survey December 2011 \*\*2011 Directional Insights Benchmark for one DDS sub-regional Centre, December 2011 \*\*\* Sydney Metro average.



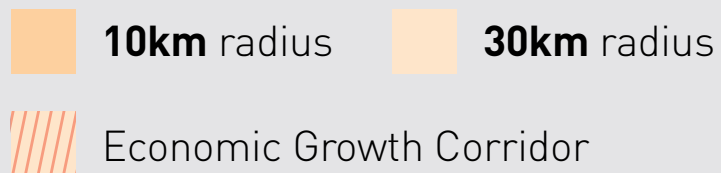
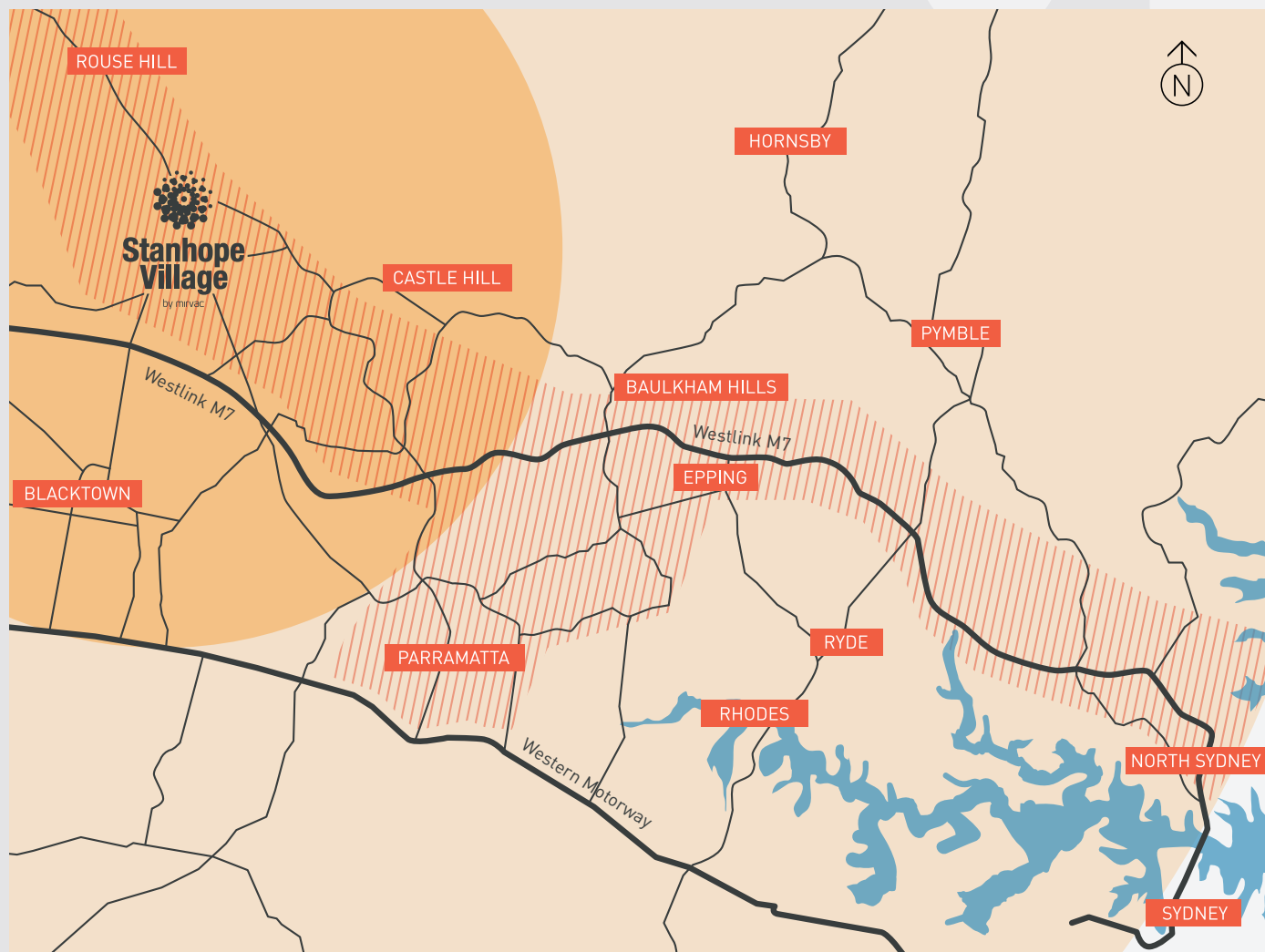
STANHOPE VILLAGE | STRATEGIC LOCATION IN ONE OF SYDNEY'S FASTEST GROWING SUBURBS

Location within Sydney



- 10km radius
- 30km radius
- Economic Growth Corridor

## STANHOPE VILLAGE | STRATEGIC LOCATION IN ONE OF SYDNEY'S FASTEST GROWING SUBURBS

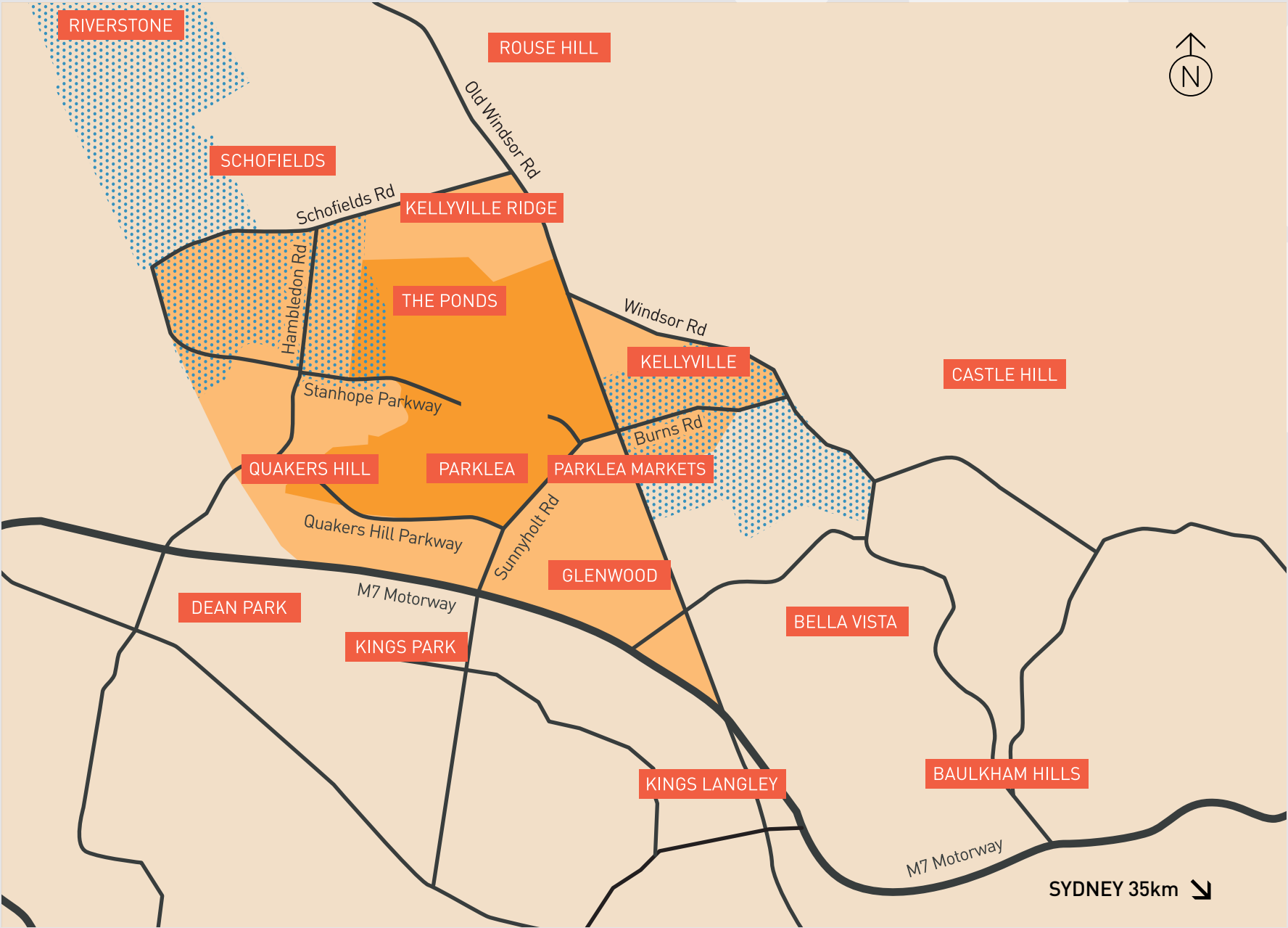


### Fast Facts

- Central location in the heart of the outer NSW corridor of Sydney; one of the fastest growing regions in Australia.
- The region accounts for **21%** of Sydney's population growth.
- Located in the NSW Government's North West economic growth corridor which includes the North West rail link and earmarked housing development.
- Located directly opposite Blacktown Leisure Centre.
- Easy access to public transport.
- Convenient and accessible: single level with ample parking and ease of mobility.

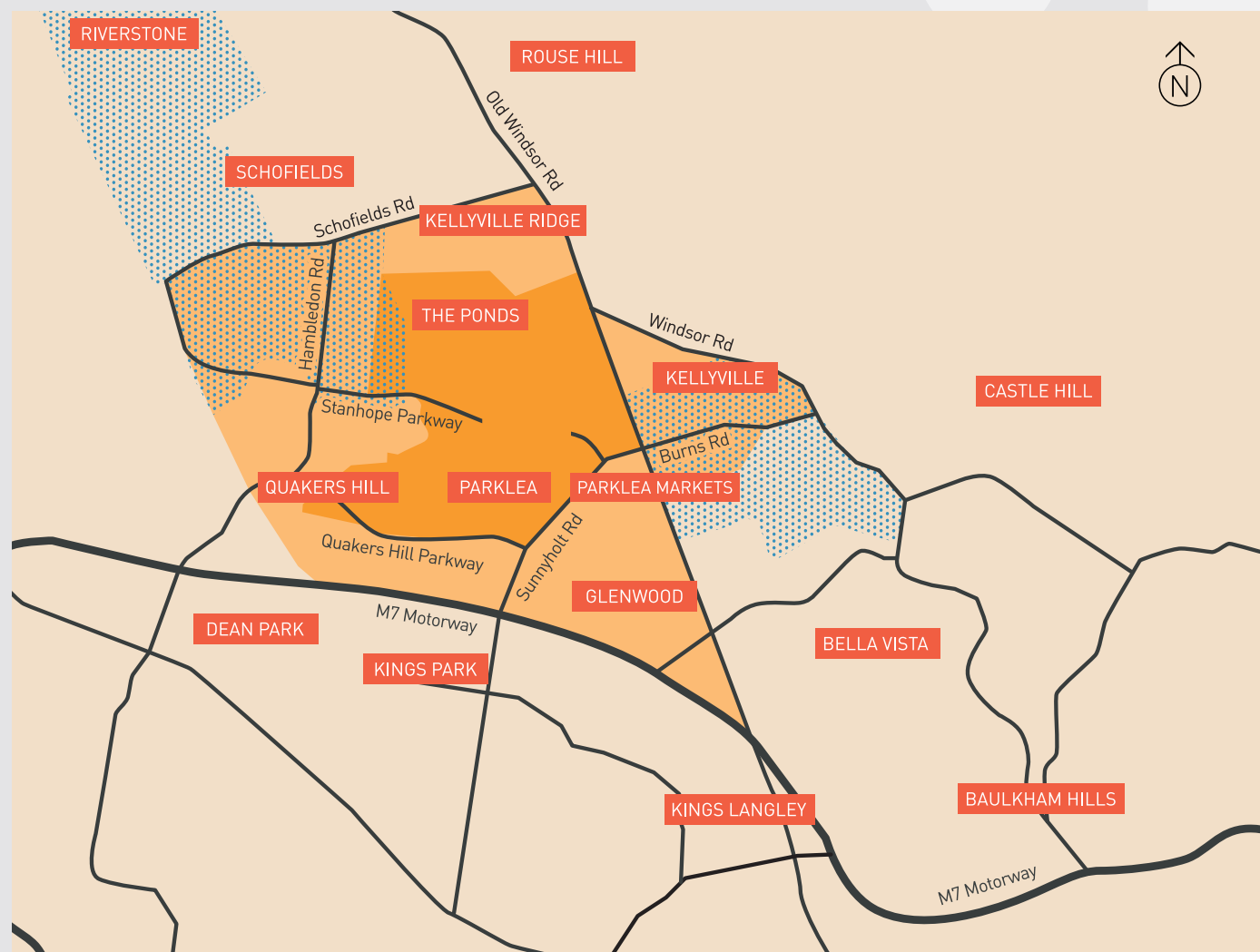


# STANHOPE VILLAGE | GROWING TRADE AREA



-  **Primary** Trade Area
-  **Secondary** Trade Area
-  **Future** Development Growth Area

## STANHOPE VILLAGE | GROWING TRADE AREA



### Fast Facts

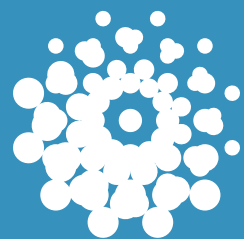
- In the primary trade area 5% population growth is forecast from 2016 – 2021, well above the Sydney metropolitan average of 1.1%.
- Positioned to cater for future residential population growth.
- The main trade area comprises the suburbs of Stanhope Gardens, Parklea, Glenwood, Acacia Gardens, Schofields, The Ponds and parts of Kellyville, Kellyville Ridge and Quakers Hill.
- The main trade area population of Stanhope Village is currently estimated at 67,403 with a strong projected growth of 4.3% per annum, estimated to reach 101,956 by 2021.

Source: ABS; NSW Department of Planning; Urbis March 2013.



# Thank You

STANHOPE VILLAGE 2015



Stanhope  
Village

